

Neighboring City Stakeholders

When you first think of Sterling, which three words come to mind?

Describe Sterling to someone who has never heard of it before.

What in/about Sterling attracts most:

Residents?

Visitors?

Businesses?

Where is one place in Sterling that you would take a visitor so they would always remember their visit?

What is Sterling's greatest asset?

What are the biggest challenges currently facing Sterling?

If you could add something to Sterling that would make a positive difference for its future, what would you add?

If you could subtract or remove something from Sterling that would improve its future, what would you remove?

What are Sterling's biggest opportunities for growth?

How do outsiders (residents in your or other nearby communities) describe Sterling?

What business/industry is best suited for Sterling?

In your opinion, what is the best way to attract more:

Residents?

Businesses?

Visitors?

Where do you go in Sterling for the following?

Entertainment?

Shopping?

Work?

What makes Sterling distinctly different from your or other neighboring communities?

What does Sterling offer (attitude, experience, business sector, etc.) that no other community in the Sauk Valley can?

In your opinion, what would be an ideal version of Sterling in 10 years?

What other Illinois community does Sterling desire to be like? Why?

How does Sterling's diverse resident base influence the community?

If Sterling were a famous person, who would it be? Why?

What consumer product brand does Sterling most resemble? Why?
